

FARM MANAGEMENT EXTENSION EDUCATION DELIVERY SYSTEM*

The Ohio State University

Organization

The Farm Management Extension Education Program in Ohio is a closely coordinated effort involving five district levels of responsibility. The first of these being shouldered by Dr. Ted Jones, the Program Leader for Production Agriculture. One of his responsibilities is the coordination of subject matter discipline such as Farm Management, Agronomy, Animal Science, Dairy Science, Agricultural Engineering, Horticulture, etc. Administering the farm management program and subject matter being presented are clearly the responsibility of our Department Chairman, Dr. David Boyne. Administrative responsibilities are shared with ten Area Supervisors. The responsibility for developing and executing a meaningful program in each area of the state is shared by ten Area Farm Management Agents and three State Specialists. The program planning effort is coordinated by our senior State Specialist, John E. Moore. The other State Specialists are Allan Lines, Norman Rask (1/2), and Richard Duvick (1/2). Following is a list of the Area Extension Farm Management Agents and the geographical area they are responsible for.

Area Extension Farm Management Agents

1. Karl Clemons - Defiance
2. Paul Wright - Fremont
3. Howard Showalter - Wooster
4. Jim Howell - Canfield
5. Darrel Acker - Wapakoneta
6. Herb Crown - Mt. Gilead
7. Dave Miller - Belle Valley
8. Don Moore - Eaton
9. Jim Polson - Washington Court House
10. Bill Smith - Jackson

The Area Agents work closely with the County Agricultural Agents in organizing and conducting farm management educational meetings at the county level. Needless to say, the Area agents are the backbone of the delivery system in Ohio. It is these ten individuals that provide immediate back-up for our County Agents when they request assistance and/or in-service training.

* Presented at Regional Farm Management Workshop, May 18-19, 1976 at the University of Wisconsin at Madison, Wisconsin.

Program

Major program efforts are directed toward:

1. Training Professionals

The audiences addressed here include the Area and County Agents, Vocational Agriculture Teachers (in-school), Farm Business Planning and Analysis Instructors (out-of-school), Production Credit and Federal Land Bank managers and fieldmen, commercial bank agricultural loan officers, estate planners, tax consultants, and agri-business management personnel.

2. Farm Credit

Area and county meetings directed at "Planning For and Utilizing Credit in the Farm Business" are conducted on a continuing basis. This program is the responsibility of Allan Lines, Norman Rask and Area Agents.

3. Estate Planning

The tremendous response to meetings dealing expressly with the questions and ramifications of transferring property has demanded considerable effort on the part of John Moore and the Area Agents. County Bar Associations and local credit agencies have been anxious to participate in these meetings.

4. Computerized Decision Aids

This program is the responsibility of Allan Lines. Area agents are instrumental in its implementation with County Agents and producers. Six of the ten Area Agents have remote terminals at their disposal. The remaining four will have terminals in the near future. Area, county, and statewide workshops are conducted where the emphasis is farm management decision-making. It is important to recognize that the computer is used as a tool used in the analysis not the subject matter of the meeting.

5. Tax Workshops

County and Area Agents in cooperation with State Specialist, John Moore, conducted Local, Area and State Workshops for tax consultants, farm credit personnel, and farmers. This continues to be a growing element of Ohio's farm management program.

6. Enterprise Management

Continued revision and updating of resources, costs, and returns in a rapidly changing business climate is an important aspect of the farm management program in Ohio. This effort is coordinated by Allan Lines. Close cooperation with the production departments in the college is a must. Area Agents and State Specialists from

all the disciplines involved with a particular enterprise work together to provide this information to producers, lenders, agri-businessmen, teachers, and extension personnel.

7. Farm Records

Farm records continue to provide a solid foundation for our farm management program. Reed Taylor and John Moore organize and ride herd on the farm records being processed and summarized. Consideration is now being given to alternatives for the future direction and development of this program, which is a joint effort of Farm Management and Vocational Agriculture.

8. Resource Control Techniques

Demand for up-to-date information on farm tenure, organization, and leasing arrangements continues strong. John Moore takes the lead in working closely with Area Agents to develop and implement educational materials and meetings concerned with problems in this area of farm management.

Method of Delivery

Program delivery for the most part is as follows:

1. State Specialists and Area Agents (as a group) decide on areas that need attention in terms of materials and/or meetings.
2. State Specialist(s) and Area Agent(s) select a problem area(s) in which they want to work and proceed to develop educational materials.
3. Materials are reviewed by entire farm management faculty (specialists and agents).
4. Educational meeting organized and conducted for Area Agents by those preparing material.
5. Area Agents conduct in-service training meetings for County Agents.
6. Area and/or County Agents conduct educational meetings for producers with State Specialists assisting if requested.

Evaluation of Delivery System

State Specialists and Area Agents meet quarterly for two days to evaluate "where we've been and where we are going." From the view of this State Specialist the delivery system in Ohio is one of the most effective that he has been associated with. The element of involvement at the Area, County, and State levels makes the program one that belongs to the people it serves.